

New York May 14 '58

Prof. Gray, Cambridge, Ms.

Sir: We get this morning from the bindery the "How Plants Grow" and are much pleased with its appearance. We send a half dozen copies by Express, which please accept for distribution; if more are needed please inform us. A small parcel from England.

We find on estimating cost, that in almost every particular it exceeds our expectations. The nature & beauty of the cuts require the best kind of paper; the size of page makes binding as expensive as of an 8° book; the prep work, from same cause, nearly double that of ~~the same~~ ^{school books generally.} Nor in these main particulars shall we be able to reduce the expense in future editions. As it now is, we find we cannot by any means afford the book at the price we have expected, viz 60¢ retail. We do not see how we can afford it less than 75¢ retail and 56¼ net wholesale; nor even at that price can we afford to take the necessary means of getting the work into circulation (especially as it is to go on new ground) as advertising, agency, presentation ^{introductions at half price &c &c} copies &c, if we shall be required to pay you full 10% on retail. If we pay more than 6¢ per copy, we shall either be obliged to raise the price above what we have stated, or omit ~~the~~ much of the effort & expense we think to be necessary to give the work its full & fair chance. Of course, whether you can assent to such a copyright we know not; but we suggest it as the only means we think of, to avoid the unpleasant dilemma in which the unexpected size & cost of the book places us. Even at that price, we shall find it ^{an} unprofitable book - partly because it will

interfere with the sale of the Lessons - instead of helping it
as we originally intended - & partly because so small a profit
can be made on it. We repeat very much the necessity of making
this suggestion, and leave it to your judgment entirely: but
see no other mode of meeting the difficulty. It is a pity that
the book was not made smaller, & on a less elegant expensive plan:
but that cannot now be helped. As a book there can be but one
opinion respecting it: it is beautiful, full, lucid, & satisfactory
beyond our expectations, and far surpassing any other book of the
kind. Yet all these excellencies will not make the book sell without
costly & persevering efforts: and we find we have not the whole
field exclusively to ourselves. The publishers of Wood's books are
very much astir, and show what ^{an} obstacle ~~may be~~ a poor
book may make, if vigorously pushed, ^{and sold cheap,} X Our interests are in the
long run, identical: we wish only to get the book so rigged
as to run easily, & it cannot fail to gain friends.

To ~~the~~ reduce to definite form: can you allow us to place the
~~whole~~ wholesale price at $56\frac{1}{4}^c$. * & pay you 6^c. per copy copyrights?

If so we will do all in our power to push the book.

We have a few bound like them sent, in cloth: but wait the
return & repairing of cut for a handsome paper cover. Hoping we
may hear from you soon, we are

Very Truly Yours &c

Misaw & Shrimney
B.

X As from this we make to all our
large dealers a large discount, from 10%
to 20% - Our sales are extremely ex-
tensively wholesale.